

TASTE *of* AMERICA

a lunch featuring **American Cuisine**

Organized by



with the support of

Boecker®



Dekerco s.a.r.l.
Importers & distributors of frozen & chilled food



HORECA 20th Anniversary
9 to 12 April 2013 | 4-9 p.m. | Biel, LEBANON

April 10, 2013 at 1:00 p.m, Pavilion Royal - BIEL, Beirut, Lebanon



Bill and T.J. Palmer founded **Applebee's** in Atlanta, Georgia in 1980. The Palmers envisioned a restaurant with full service, consistently good food, reasonable prices and quality service in a neighborhood setting.

Today **Applebee's** operates the largest casual-dining chain in the world, with over 1990 restaurants in the United States and 15 other countries, including a restaurant in Dbayeh.



Burger King is committed to serving great tasting fire-grilled WHOPPER sandwiches, and pride itself as being "The Home of the Whopper."

Burger King operates more than 12,150 restaurants across the United States and in 76 countries across the world. The **Burger King** brand in Lebanon is managed by King Food S.A.L. which currently operates 26 restaurants across the country.



Distributed in Lebanon by Dekerco Foods & Processing SAL, **Butterball** brand has been producing the highest quality turkey for over 50 years, since 1954. Operating as a vertically integrated organization, **Butterball** runs one of the largest turkey processing facilities in the world.



Originally created as a hamburger restaurant chili house themed with traditional southwestern flair, **Chili's** was able to create niche product by serving quality home cooked food in a casual friendly environment.

Chili's is also famous for its fajitas and big variety of grilled items. Its signature drink is the Margarita done with a secret ingredient!

From the launch of **Chili's** in 1999, it has peppered fun tables and memorable moments through the years, and today the restaurant manages two branches in Beirut.

No one does it like **Chili's**!



Cluckster's was originally brought to College Park, Maryland by JP Haddad, who had operated the original location in New Brunswick.

After JP opened the first Maryland unit, he decided in 2000 that Cluck-U Chicken concept should be taken into a new direction. He created Cluck-U, Corporation and bought the rights to franchise future Cluck-U Chicken restaurants worldwide, including Lebanon.



Founded in 1960, **Domino's Pizza** bills itself as the recognized world leader in pizza delivery.

Each day, more than 1 million customers enjoy hot, delicious **Domino's Pizza** products on every inhabited continent on Earth. It operates over 10,000 stores in more than 60 countries (including 15 restaurants in Lebanon), all dedicated to the single-minded focus of providing great-tasting pizza delivered directly to people's door.



In 1950, Bill Rosenberg opened the first **Dunkin' Donuts** restaurant in Quincy, Massachusetts, and licensed the franchise in 1955. He had a simple philosophy: "Make and serve the freshest, most delicious coffee and donuts quickly and courteously in modern, well-merchandised stores."

In 1998, **Dunkin' Donuts** opened its first branch in Lebanon on Zalka highway. Today, the Lebanese community's favorite coffee shop has 30 branches all over the country!



For more than 75 years, **Frito Lay** has enjoyed making the best snacks on earth, starting with simple, farm-grown ingredients.

And they're not stopping now. **Frito Lay** continues to innovate, so it can provide tasty products that are good as well as fun.



Häagen-Dazs started in 1921 in New York, as a family business. In 1961 Mr. Mattus "the owner," decided to create a new company dedicated exclusively to producing the only best ice cream available. He called his new super premium brand "**Häagen-Dazs**."

In Lebanon, the first **Häagen-Dazs** shop was established in 2003 and was succeeded by the openings of other stores. With 6 different locations, they offer an exquisite atmosphere that invites you to come and indulge yourself with the unique **Häagen-Dazs** experience.



Wilbur Hardee opened the first **Hardee's** in Rocky Mount, North Carolina in 1960, offering customers charbroiled hamburgers, fast service and drive-thru window.

Today, **Hardee's** operates over 2,000 quick service restaurants in the United States and over 200 in the Middle East and North Africa region, including seven outlets in Lebanon.



Distributed in Lebanon by Khalil Fattal & Fils, **Jack Daniel's** Tennessee Whiskey is crafted from pure, iron-free spring water, yeast, and 100% natural whole grains. The **Jack Daniel** Distillery is the oldest registered distillery in the U.S., and it's where every drop of **Jack Daniel's** Tennessee Whiskey is still made today.



For more than 50 years, **JBS**, distributed in Lebanon by Dekerco Foods & Processing SAL, has been providing customers around the world with a wide variety of quality meat and animal products at tremendous value.



Jelly Belly Candy Company offers its famous **Jelly Belly** jelly beans in 50 official flavors and an ever changing array of new flavors and special collections. The candy company that put the gourmet jelly bean on the map became known worldwide when **Jelly Belly** beans were taken to the White House during the Ronald Reagan administration.

Jelly Belly products are distributed exclusively in Lebanon by Najjarco SARL.



so good™

KFC is the largest chicken restaurant brand in the world, having 15,000 outlets in more than 100 nations serving nearly eight million customers around the world, every day.

KFC's presence in the Middle East region dates back to 1973. Today, the brand maintains more than 450 restaurants stretched across 12 countries in the region, including 22 branches in Lebanon.



Krispy Kreme is an international retailer of premium-quality sweet treats, including its signature Original Glazed® doughnut. Headquartered in Winston-Salem, N.C., the company has offered the highest-quality doughnuts and great-tasting coffee since it was founded in 1937.

In Lebanon, **KKD** offers an assortment of doughnuts that satisfy sweets cravers and a variety of drinks that you can enjoy with family and friends. **KKD** has seven locations in Lebanon.



In 1996, **Magnolia Bakery** opened its first location on a quiet street corner in the heart of New York's West Village. From its inception, Magnolia has been cherished for its classic American baked goods, vintage decor and warm, inviting atmosphere.

Magnolia opened its newest international location in the ABC Dbayeh Mall in Beirut, Lebanon in December 2012.



Founded in 1983, **Marble Slab Creamery** is a leading purveyor of chef-created super-premium hand-mixed ice cream and the innovator of the frozen slab technique. All ice cream is freshly made in small batches in each store using dairy from local farms and flavor ingredients from around the world.

Marble Slab Creamery is enjoyed by consumers across the globe, including at Edde Sands in Lebanon.



Since 1955, **McDonald's** has been proud to serve the world some of its favorite food. Along the way, they managed not just to live history, but create it: from drive-thru restaurants to the Big Mac and Chicken McNuggets, to college credits from Hamburger U and much, much more. In Lebanon, **McDonald's** first started serving in September 1998 and currently has 26 restaurants throughout the country. It's been quite a journey, but it is just the beginning - their is much more history to be made.



Miller Genuine Draft, a smooth and refreshing beer ideal for energetic and exciting nights out in the city with friends, and with its unique brewing process (4x Cold-Filtering) and packaging; clear glass bottle, sleek black label, golden glow in the beer, **Miller Genuine Draft** belongs in the great cities of the world.

Miller Genuine Draft is distributed in Lebanon by Abi Ramia Bros. S.A.R.L



Great Coffee, Great People

Mountain Mudd was the first drive-thru coffee shop in the United States, and is now available at 12 locations in Lebanon.

Since 1994, **Mountain Mudd** has been serving the secret blend of nine individually roasted beans. Each bean is roasted over an oak wood fire. Using top-of-the-line products, great coffee, and great people, we take pride in making each drink perfectly for you.



Distributed in Lebanon by Dekerco Foods & Processing SAL, **Ocean Beauty** operates across a broad swath of the seafood industry, from smoked salmon to frozen commodity seafood to caviar to seafood meal entrees, under our own brands and for private labels, in virtually every market in the world. Our motto is: Setting the Standard for Quality since 1910.



Ocean Spray has been "grower owned" since 1930. That means the same folks who harvest the cranberries and grapefruit, also own the company. For over eight decades, **Ocean Spray's** logo has been an enduring symbol of what the company stands for - taste, health and heritage.



In 1989 two visionaries, Paul Mitchell Systems co-founder John Paul DeJoria, and entrepreneur Martin Crowley formed **The Patrón Spirits Company** with the singular goal of producing "the best tequila in the world." Distributed in Lebanon by Khalil Fattal & Fils, **Patrón** Tequila has been recognized with numerous international honors.

Patrón is also the proud maker of Ultimat. Unlike any other ultra-premium vodka, Ultimat is a carefully crafted balance of three ingredients - wheat for smoothness, rye for complexity, and potato for richness.



PepsiCo is a global food and beverage leader with a diverse product portfolio that includes 22 brands that each generate more than \$1 billion each in annual retail sales.

Pepsi is produced and distributed by S.M.L.C. in Lebanon, the first **Pepsi** franchisee and bottler to operate in the Levant.



Pizza Hut

Pizza Hut started out small, with two brothers borrowing \$600 from their mom to start a pizzeria, but has become the biggest pizza company in the world. And every step of the way, it's remained committed to making the best food and providing the highest level of service.

Pizza Hut opened its first Lebanese branch in Jounieh in December 1994; today there are 28 branches across Lebanon. **Pizza Hut** Lebanon won the franchisee of the year in MENA (Middle East North Africa) in 1997, coming out on top in customer service and growth in sales.



SOUTHERN COMFORT

Distributed in Lebanon by Khalil Fattal & Fils, **Southern Comfort** has been bringing friends together since 1874 when a bartender named Martin Wilkes (M.W.) Heron created the fruit, spice and whiskey flavored spirit.

SUBWAY
eat fresh.

Back in 1965, Fred DeLuca set out to fulfill his dream become a doctor. A family friend suggested he open a submarine sandwich shop to fund his studies. With a \$1,000 loan, the friend - Dr. Peter Buck - became Fred's partner; forging a business relationship that would change the fast food industry landscape. The first restaurant opened in Connecticut in 1965.

Today **Subway** restaurants count over 38,000 worldwide, including eight in Lebanon.



TGI Friday's is an American restaurant chain focusing on casual dining. Its name is taken from the expression "Thank God It's Friday." The chain is known for its appearance with red-striped canopies, brass railings, Tiffany lamps and frequent use of antiques as decor.

TGI Friday's has more than 750 branches in 49 states and 54 countries! In Lebanon TGIF Friday's is located on Ghazir main highway.

Tropicana

Tropicana Products, Inc., a division of PepsiCo, Inc., is a leading producer and marketer of branded fruit juices.

Tropicana is produced by and distributed in Lebanon by S.M.L.C.

US Agriseeds®

US Agriseeds, represented by Gergy Daccache and Sons, provides professional vegetable seeds for professional growers to include tomato, cucumber, pepper, eggplant, squash etc.

For more information visit:
www.Daccache.com



Tender, juicy and marbled U.S. beef - A Unique Experience. U.S. beef is produced from cattle fed on grass and finished on a carefully balanced grain diet for a minimum of 100 days. Combined with extensive research in cattle breeding, this ensures a consistent production of beef of the highest quality.

The **U.S. Meat Export Federation (USMEF)** is a nonprofit trade association working to create new opportunities and develop existing international markets. It has an extensive presence in international markets and in the vital markets of the Middle East region.

Boecker®

Boecker, the region's largest Pest Management, Food Safety and Biosecurity services provides world class services for the most demanding commercial, food service and residential sectors. Founded in 1993, and due to its top notch, well-known services in the field of public health, **Boecker** has rapidly expanded from Lebanon to different countries like UAE, Kuwait, Qatar, Nigeria, KSA, and now in Jordan.



Coco Moka Café® stands out among today's coffee café franchise concepts for its dedication to the highest café industry franchising standards, and its outstanding and unique product offerings which differentiate it from the competition, starting with our featured Seattle's Best Coffee® lattes, cappuccino, and espresso hot and cold drinks, **Coco Moka Café's** offerings go beyond the limited selection of the typical coffee café, with a virtual mini food court of selections. For franchising opportunities, visit: www.cocomokacafe.com

Villa Fresh Italian Kitchen



Old world recipes, served from our fresh Italian kitchen. Variety of pizza, pasta, stuffed strom-boils, specialty salads and authentic Italian entrees.

Green Leaf's



The healthy food court alternative. Fresh tossed salads, wraps, grilled Panini sandwiches and hearty soups.

Bananas



Fruit smoothies and good-for-you snacks. Smoothies, hand-rolled pretzels, real fruit frosties, non-fat frozen yogurt sundaes and a variety of natural grab-n-go snack offerings.

South Philly Steaks & Fries



The classic Philly cheese steak is the "hero" of this meat and potatoes concept. Classic and new cheese steak favorites, hoagies, fresh-cut fries, baked potatoes and hearty salads.

For franchising opportunities, visit: www.villaenterprises.com

Did you know . . .

... that the United States is Lebanon's #1 trading partner, with bilateral trade flows estimated at \$1.9 billion in 2011?

... that between 2005 and 2010, the volume of trade between the United States and Lebanon nearly quadrupled, growing by 279% in just five years?

... that the United States exported \$113 million in food and agricultural products to Lebanon in 2012?

... that nearly two-thirds (61%) total of Lebanese exports to the United States (by value), including 74% of Lebanese agricultural exports, receive duty-free treatment from U.S. Customs under the U.S. Generalized System of Preferences (GSP), a program designed to promote economic growth in countries like Lebanon?

"Taste of America" is an event designed to showcase just one facet of our burgeoning trade relations – the growing availability to Lebanese consumers of high-quality American food and beverages. From hamburgers to prime rib, and from margaritas to soda, American products have made their mark across Lebanon.

We want to thank you for taking the time to attend our **"Taste of America"** event. We hope that, when you walk away from today's event, it will be with a new understanding of the wide diversity and high quality of American food and beverage products in Lebanon's market.

We also want to take a moment to extend our particular gratitude to the generous sponsors whose efforts made this event, and the availability of U.S. products to Lebanese consumers, possible.

Helping to strengthen the trade and investment relationship between Lebanon and the United States is one of our most important jobs at the U.S. Embassy. If you have questions about the support we provide to American firms or about our assistance programs to promote Lebanon's development, please do not hesitate to contact us at 04 542 600.

**U.S. Embassy
Beirut, Lebanon**